

Escalafón

octubre 2010 october

Inside the Rainforest
CHIAPAS
SELVA ELECTRIZANTE

MEXICANOS EN
**SILICON
VALLEY**

EL VALOR DE ROMPER ESQUEMAS
New Kids on the Block

SUDAMÉRICA GASTRONÓMICA

**BUENOS
AIRES**

Non solo bife
Beyond the Steak

ejemplar de cortesía
complimentary copy

UN BOSQUE DE PAPALOTES



La Expo 2010

Shanghai se encuentra cercana a su cierre, el 31 de octubre. Con el lema "Mejor ciudad, mejor vida", ha sido la primera exposición universal dedicada al urbanismo. Su objetivo: promover la creación de sociedades "eco-amigables" que respeten el entorno y favorezcan el desarrollo sustentable.

Con motivo de esta exposición, Proméxico convocó un concurso abierto para seleccionar el proyecto del pabellón de México en el recinto ferial. El jurado, presidido por Gerardo Estrada, escogió la propuesta de SLOT, despacho de arquitectura capitalino que compitió con otros 156 proyectos.



A Walk in the **Kite Thicket**

Expo 2010 Shanghai draws to a close on October 31. Under the catchphrase "Better City, Better Life", it has been the first world's fair to focus on urbanism. Its aim is to promote the creation of eco-friendly societies that respect their environment and opt for sustainable development.

With this theme in mind, the Mexican government's investment and trade agency Proméxico held a competition to find the best project for the fair's Mexico pavilion. Presided over by former director of Mexico's Fine Arts Institute, Gerardo Estrada, the jury chose the plan submitted by Mexico City architectural firm SLOT over 156 other proposed designs.



Under the slogan "Live Better", the Mexico pavilion covers some 4,000 square meters. A veritable forest of kites, it symbolizes the bond between the Mexican and Chinese cultures. The kites hover over a grass lawn, as an inspirational gesture for the recovery of parks and green areas. Three separate sections within the pavilion depict the stages in Mexico's history: the past, below ground level; the present, at street level; and the future, on a platform with the kite-shaped structures. Visitors to the pavilion can also stop in at the Mexican handicrafts shop and enjoy Mexican cuisine in its restaurant.